

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 570 Issue 1



AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-8107

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	28350	Campaign Ref:	E:120810049
Buyer:	..	Client/Product/Estimate:	321 /340 /1559	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06272910
Est/PO Number:	06272910	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
2	M-Su 6p News ...F..	02	1800	30 Comme	Nbr of Spots	1	1	1800
3	M-F 6a News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
4	M-F 730p Inside Edition ...F..	02	1200	30 Comme	Nbr of Spots	1	1	1200
5	M-F 6a News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
6	M-F 9a Today Show II M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	Sat 7p News MTWTFSS Isolations: W/C 09/03S.	02	1600	30 Comme	Nbr of Spots	1	1	1600
8	Sat 7-8a Today ShowS.	02	1600	30 Comme	Nbr of Spots	1	1	1600
9	Sun 630a News	02	1300	30 Comme	Nbr of Spots	1	1	1300
Weekly Totals: Total Spots(Ord Spots)					22	2	24	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
10	Sun 8a Today ShowSS	02	1700	30 Comme	Nbr of Spots	1	1	1700
11	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1100	30 Comme	Nbr of Spots	1	1	1100
12	M-F 4p Ellen ...T...	02	1100	30 Comme	Nbr of Spots	1	1	1100
13	M-F 5a News ...T...	02	550	30 Comme	Nbr of Spots	1	1	550
14	M-F 7a Today Show ...T...	01	1800	30 Comme	Nbr of Spots	1	1	1800
15	M-F 10a Today Show III ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	01	1100	30 Comme	Nbr of Spots	1	1	1100
17	M-F 5a News ...T...	02	550	30 Comme	Nbr of Spots	1	1	550
18	M-F 5p News ...T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
19	M-F 7a Today Show ...T...	01	1800	30 Comme	Nbr of Spots	1	1	1800
Weekly Totals: Total Spots(Ord Spots)					22	2	24	

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MeTV nbc4.com

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
20	M-F Late Night Late Run MTWTFSS Isolations: W/C 09/03 ..W....	01	400	30 Comme	Nbr of Spots	1	1	400
21	M-F 12p News ..W....	02	550	30 Comme	Nbr of Spots	1	1	550
22	M-F 6a News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
23	M-F 7p Extra ..W....	02	1300	30 Comme	Nbr of Spots	1	1	1300
24	M-F 9a Today Show II ..W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					22	2	24	

Grand Totals				Month 9 Weeks: 5			
Totals				09/03	09/10		
Spots	24			22		2	
Cost	28350			25850		2500	

Grand Totals:	Spots:	24
	Gross Total:	28,350.00
	Commission:	4,252.50
	Net Total:	24,097.50